

This edition of **Certification Corner** features the appointment of the National Certification Steering Committee, the response to the Update mailing, the distribution of the Update to groups outside the AMTA... and more!

Certification Corner

by Elliot Greene

Steering Committee Appointed

The appointment of the National Certification Steering Committee was made recently. The National Board of Directors was polled and endorsed the selection of the Committee. The Committee includes a representation of various viewpoints and practice styles, experienced and accomplished practitioners from several areas of the country, and expertise in professional credentialing and certification. The Committee will be responsible for guiding the initial development phases of the Certification Program. (See the article on page 8 for more details.)

A press release and information packet covering the National Steering Committee's appointment was sent to over 150 important members of the massage community. The mailing list included: the leadership of general membership associations, associations representing specific modalities/specialties, school directors, AMTA State Chapter Presidents and others. Several publications were also included.

Update Reply Cards Pouring In

The Update on the Certification Program that was mailed out at the end of September has drawn a

strong positive response from practitioners nationwide. Over 2,000 reply cards have been returned, which represents a 23% response (as of December 5). This is a phenomenal response for a mailing of this kind. Furthermore, a random sample of several hundred of the cards has shown that 96% of the respondents are interested in certification. If you haven't yet done so, send in your card today. For your convenience, it's postage-paid, so all you need to do is fill it out and drop it in a mail-box. Help us reach out by giving an extra card to a colleague who you think would be interested.

AMTA Outreach Efforts

One hundred seventy complimentary copies of the certification Update packet were sent to leaders, officers and interested parties representing a wide variety of massage and bodywork organizations. This mailing included a cover letter inviting their participation along with an offer to provide the Update to their members at cost. Hopefully, they will act to provide their membership with this important information.

A similar mailing was made to the directors of all AMTA accredited schools and many other schools. The schools were asked to provide the information about certification to their students. It should be very

useful to students when professional development, credentialing, and setting up a practice are discussed in their training.

State Officers Respond

State officers are becoming active in support of initiatives for professional development. Arizona Chapter President Louise Pierce stated in *Arizona In Touch*, the Arizona Chapter newsletter, "During this time when AMTA is again taking the lead in advancing the profession through a carefully prepared and professionally designed certification procedure which can only benefit the entire profession, I challenge every member to keep informed."

The AMTA Minnesota Chapter newsletter ran as feature article "Will We Still Be Legal in 1992?" by Minnesota Chapter First Vice President Victoria Woolley. She points out that growing public interest in massage therapy is likely to bring along greater scrutiny and various complications that weren't as evident in earlier times when massage had a "lower profile." Her hope is that our efforts will ensure that "our freedoms are protected and our work is defined in a way that will support the growth of our profession and command respect from the public." ♦